



Survey Results

Mitel's ShoreTel Acquisition Survey

Overview

We can all agree, change is the norm in the tech industry. But agreeing about how changes will play out in the industry, there's not always a unified consensus. Case in point: the ShoreTel acquisition by Mitel, which is set to close in the third quarter of 2017.

We certainly have our own opinions about this particular change ([read our President's here](#)) but we wanted to know what the real users of ShoreTel platform are thinking about the acquisition.

Enter, the quick survey. It's a great way to get a read on what others are saying in the industry, what they think about ShoreTel, what they think about Mitel and what they plan to do in light of the acquisition. Fair warning, we asked a group of ShoreTel IT professionals who either own or manage ShoreTel onsite systems – not current Mitel customers. So there's a clear perspective here, but we think these answers tell us a lot about how our customers are feeling in light of this recent acquisition. Read on to find out what the ShoreTel industry insiders have to say and discover some surprising responses.

Methodology

This report is based on a survey sent to thousands of ShoreTel adopters of Contact Center and business phone system. Respondents range from CIOs, CEOs, Voice engineers, IT managers and Directors, Network Administrators, IT Operations experts nationwide.

We asked roughly 20 questions but have distilled the most telling responses in this survey.

Question 1 / On a scale of 1 to 10, how do you feel about Mitel's acquisition of ShoreTel?

1 - VERY CONCERNED	2	3	4	5 - NO OPINION	6	7	8	9	10 - VERY FAVORABLE
12.77%	6.38%	19.15%	20.21%	21.28%	5.32%	6.38%	3.19%	1.06%	4.26%

Key Findings |

Most of our respondents had either no opinion or were more concerned as opposed to favorable to the acquisition. While these results could point to simple indifference, it's clear there's not an overwhelming favorable opinion of Mitel. But why are these experts feeling lukewarm to concerned about this transition? That brings us to our next question.

Question 2 / Why do you feel that way?

ANSWER CHOICES	RESPONSES
I'm worried about my investment in ShoreTel	67.65%
I don't have a favorable opinion of Mitel	61.76%
I'm worried about a negative change in innovation	70.59%
I'm worried about a negative change in support and service	67.65%
I'm worried about a change in pricing	44.12%
I'm worried about a negative change to uptime and stability	35.29%
I know ShoreTel and don't want to learn a new product	11.76%
ShoreTel has a better Contact Center	11.76%
ShoreTel is easier to use and administrate	44.12%

Key Findings |

Nearly 71 percent were concerned about **negative changes in innovation, support and service**. There were also several respondents (67 percent) that worry about **their investment in ShoreTel** or **do not have a favorable opinion of Mitel**. The next level of concern was that **ShoreTel is easier to use and administrate**.

The bulk of respondents saying **negative changes in innovation** points to an overall perception of Mitel. Frankly, Mitel is perceived by many to use legacy products while ShoreTel is considered more future thinking. **It should be noted though that many respondents are with ShoreTel**, and likely chose not to go with Mitel for a specific reason at some point in their career. Or they were once Mitel customers and had to remove a Mitel product to replace with a ShoreTel product several years ago. It's common in the industry to form an opinion about a particular company and product line and stick with their opinions the rest of their career. While Mitel may not be getting a fair shake, it's worth noting that ShoreTel users tend to perceive Mitel as an industry laggard.

The concerns about **negative changes in support and service** point to something else, which is something everyone worries about – the fear of the unknown.

Whenever there’s a big change in the industry, like an acquisition, people worry that their experience working will change drastically.

And the concern that **ShoreTel is easier to use and administrate** is no surprise to us. We know that many of systems and platforms out there are clunky – it’s hard to compare other companies with ShoreTel because their systems are, more often than not, easier to use and easier to administrate.

Question 3 / What is your opinion of Mitel on a scale of 1 to 10?

1 - MITEL IS A TECHNOLOGY LAGGARD	2	3	4	5 - NO OPINION	6	7	8	9	10 - MITEL IS A TECHNOLOGY INNOVATOR
28.57%	11.43%	17.14%	8.57%	34.29%	0.00%	0.00%	0.00%	0.00%	0.00%

Key Findings |

Survey results were a bit mixed, but 34 percent felt **no opinion** and another 28 percent viewed Mitel as a **technology laggard**. But, looking at the chart above, it’s easy to see, no one is reporting a high opinion of Mitel. Much like our first question, we can easily see that most ShoreTel IT professionals have their reservations about Mitel.

Question 4 / Mitel is purchasing ShoreTel largely in part for its cloud platform. On a scale of 1 to 10, please indicate your plans for moving all or part of your Unified Communications and/or Contact Center into the cloud is the next 24 months.

1 - NOT MOVING TO THE CLOUD	2	3	4	5 - MAYBE	6	7	8	9	10 - ABSOLUTELY MOVING TO THE CLOUD
52.94%	17.65%	0.00%	0.00%	11.76%	2.94%	0.00%	5.88%	0.00%	8.82%

Key Findings |

Most respondents (53 percent) are **not planning to move the cloud**. This was closely trailed by almost 18 percent of respondents leaning towards **not moving to the cloud**. That said, a few respondents (11.76 percent) **“maybe” moving to the cloud** and nearly 9% **absolutely moving to the cloud**. This one surprised us. If you ask any industry pundit out there, most companies are flocking to cloud. Granted, we asked onsite ShoreTel IT professionals but why is there such a seemingly counter-culture against the cloud?

Question 5 / Why do you feel that way?

ANSWER CHOICES	RESPONSES
I prefer a Capital expense versus an operational expense	34.00%
We have concerns about security	40.00%
We have concerns about stability	42.00%
We have concerns about voice quality	46.00%
Regulatory concerns	8.00%
We look at Total Cost of Ownership over a longer period of time and an onsite solution wins	42.00%
Executive direction	14.00%
We've recently invested in a new onsite system	42.00%
Timing isn't right (telco)	14.00%
Our setup is too complex (contact center, application integration, analog, etc.)	12.00%
If it's not broken, don't fix it	44.00%

Key Findings |

There are a lot of strong opinions against cloud out there – more than you might think. The highest concerns include concerns about security and stability. This is a common concern we get from banking industries and hospitals – and it makes sense. When proprietary information like social security numbers, credit card information, etc., is disclosed over an internet connection, it's almost always a worry. Another common concern includes voice quality – we get this concern a lot too as many people don't realize if their networking isn't set up properly, the voice quality can be bad – something that can be avoided but is a common knowledge gap in the industry.

Question 6 / But for those who answered absolutely moving to the cloud, why do you want to move to cloud?

ANSWER CHOICES	RESPONSES
Operational expense versus capital expense	38.46%
Reducing administrative burden	38.46%
We look at Total cost of Ownership over a shorter period of time and cloud wins	7.69%
Executive direction	7.69%
Features	38.46%
Flexibility	84.62%
Technology obsolescence avoidance	46.15%
Improved reliability and stability	53.85%
Other (please specify)	23.08%

Key Findings |

A whopping 84 percent are moving to the cloud for the flexibility. Many respondents also state technology obsolescence avoidance and improved reliability stability. This answer came as no surprise to us – especially from those in the contact center world. Technology moves at the speed of light, and those interested in taking advantage of the latest in technology want the flexibility to move right alongside technology innovations. Plus, many CEOs today aren't looking for a 10-year ROI but a 2-year ROI – with cloud ROIs will always be less because technology becomes obsolete in a short span of time. It makes it easier to adapt and change to customer needs with a system that can constantly evolve as technology evolves rather than getting locked in to an onsite system.

Conclusion

It's clear to see that Mitel has some work to do in convincing current ShoreTel IT professionals that they have an interest in innovating outstanding unified communications technology. At the end of the day, there is still a lot of unknowns, and as long as there's still a lot of unknowns, there will likely be a lot of worries.

While it's easy to sit back and “wait and see” there's more you can do to gain confidence and develop firmer plans for your organization's future. For instance, keep in the loop by following the conversation as it unfolds. As the nation's leading Platinum ShoreTel provider, we have our finger on the pulse on this transaction. Inflow President alongside Inflow's VP of Sales and Marketing will provide ongoing updates on the acquisition, future strategy details, product roadmap, analysis, opinions and other important details on this topic that affect you.

Beyond that, it's really a matter of staying on top of industry developments and analyzing what will work best for your organization. At Inflow, we go above and beyond to ensure you get the best support possible and to educate organizations on how to leverage their system to their best advantage. We have a vested interest in helping our clients achieve the best unified communications and phone systems for their businesses, which includes asking our own clients for their opinion. It doesn't stop here. Make sure to follow along in the conversation we have here at Inflow.

Interested in exploring other options for your ShoreTel support?

[Click here](#) to learn more about how Inflow's award-winning support can help you.

Email: contact@inflowcommunications.com // Phone: 844.446.3569

About Inflow

Founded in 1997, Inflow Communications is a national leader in unified communications and Contact Centers. With over 100,000 endpoints under Inflow's innovative support plans around the world, their dedication to knowledge, innovation, and unrivaled customer support has landed them in ShoreTel's top 2% in global customer satisfaction, and as a winner of ShoreTel's coveted Circle of Excellence Partners award. For two years in a row, Inflow is a ShoreTel Platinum Partner, the highest level of partnership, and is their fastest growing partner globally. In addition, Inflow is one of the few Cloud Contact Center providers that offer implementation, ongoing support, and comprehensive consulting and training programs. Inflow services clients across the globe and has local offices in over 10 major cities in the US.